

## MES Presentation

### I. PROPOSITION OBJECTIVES & STRATEGIES

S. RAFFERTY

*- The Course We are On*

### II. FORECAST REVIEW

R. ANISE

*- All Forecasts Consistent with Expectations*

- Original Forecast
- OB
- Ad Pack Volume Projection

### III. AD PACK FINDINGS AND REVIEW

R. ANISE

*- Ad Pack Results Some Concerns but Acceptable*

- Implications and Conclusions for Launch
  - Volume opportunity and appeal driven by Lights
    - Full Flavor purchase interest concerning
  - Executional elements sound
    - Ads, packaging and product
      - Recessed Filter polarizing as expected
      - Purchase interest increases after exposure to both
  - Many competitive smokers not interested in new brand as expected

### IV. QUALITATIVE SUMMATION

R. ANISE  
S. RAFFERTY

- *Encouraging results for advertising and packaging*
- *Audience segmented to competitive smokers with some alternate purchase history*
- Results indicate:
  - Highly relevant and appealing advertising to target audience
  - Packaging graphics

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★ Comfortable delivering what committed to →  
+ here's why

→

V. OCTAGONAL PACKAGING SUMMATION

- Significant appeal over FTB

R. ANISE

V. STRATEGY OPTIONS

- *Explore other options for launch, including timing and issues*
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S. RAFFERTY

VI. RECOMMENDATION AND RATIONALE

- *Stay the course with FF and Lights launch as planned*

R. ANISE

VII. ADVERTISING COPYLINE REVIEW

- Line Options
- Consumer Research Summation on old lines and new lines

S. RAFFERTY

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